



UNIVERSITI TEKNOLOGI MARA

FTS412: VISUAL COMMUNICATION FOR SCENOGRAPHY

Course Name (English)	VISUAL COMMUNICATION FOR SCENOGRAPHY APPROVED
Course Code	FTS412
MQF Credit	
Course Description	The course introduces students to the fundamentals of visual communication in the context of the performing arts. Students will be introduced to the basic, cross-disciplinary skills they need to work as a professional designer - an understanding of 2D and 3D visual forms, typography, and the positioning of design elements. Students also will be exposing to the experimental ground in understanding how visuals communicate to the audience. Students will also learn how to understand and appreciate visuals as a basis for appreciating the performing arts. This course will focus on theories and principles of visual communication to recognize the meaning and signals that lead to visual analysis from semiotic and iconography perspective. Students will read, analyze and design scenography elements in theatre production such as sets, costumes and lighting that will based from visual communications principles. .
Transferable Skills	Art Practice, Team work, Life Long Skills
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Practical Classes, Discussion, Presentation, Workshop
CLO	CLO1 Distinguish the attributes of the elements and principles of art in Visual Communication and Scenography. CLO2 Articulate terms and practice effectively through the process of creating a visual in scenography such as set, costume and lighting design. CLO3 Demonstrate the understanding of visual communications with the meaning and signals that lead to visual analysis from semiotic and iconography perspective in scenography
Pre-Requisite Courses	No course recommendations
Topics	
1. What is Scenography? 1.1) Introduction 1.2) Concept	
2. What is Visual Communication? 2.1) Introduction 2.2) Concept	
3. Visual Semiotic and Iconography 3.1) Semiotic 3.2) Iconography	
4. Visual Analysis 4.1) From text to Visual	
5. Theatre Designers 5.1) Svoboda 5.2) Julie Taymor 5.3) Stage Designers	
6. The Vocabulary of Visual Thinking 6.1) Elements of Design 6.2) The Principles of Design	
7. The Artistry of Scenography 7.1) The Designer's Process	

8. Set and Costumes 8.1) Research 8.2) Conceptualizing
9. Light and Sound 9.1) Research 9.2) Conceptualizing
10. Collaborative Process 10.1) Director's Vision 10.2) Design Team
11. Image Makers 11.1) Visual Intention
12. Scenography and Performance 12.1) Vision and Visualization
13. Visual Criticism 13.1) Analyzing
14. Visual Communication Presentation 14.1) Production Book Presentation

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) Visual research on creating the design concepts from text to space, to assess student practical skill on visualizing images on scenography design.	30%	CLO2
	Assignment	One (1) presentation, with one (1) written assignment of the principle and concepts of visual communication to assess student knowledge of fundamental concepts	30%	CLO1
	Assignment	One (1) final design that includes the artistic concepts to assess students how they solve the problem and their scientific skills.	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Stephen Di Benedetto 2012, <i>An Introduction to Theatre Design</i>, Routledge London and New York [ISBN: 9080415547536] • Sofia Borges 2015, <i>Liquid Spaces: Scenography, Installations and Spatial Experiences</i>, 1 Ed., gestalten (April 21, 2015) [ISBN: 978-38995556] • Joslin McKinney 2017, <i>Scenography Expanded: An Introduction to Contemporary Performance Design (Performance and Design)</i>, 1 Ed., Methuen Drama (June 29, 2017) [ISBN: 1474244394] • Sheree Josephson (Editor), James Kelly (Editor), Ken Smith (Editor) 2020, <i>Handbook of Visual Communication: Theory, Methods, and Media (Routledge Communication Series)</i>, 2nd Ed., Routledge; 2 edition (April 22, 2020) [ISBN: 978-113859031] 	<ul style="list-style-type: none"> • Pamela Howard 2019, <i>What is Scenography?</i>, 3 Ed., Routledge; 3 edition (April 17, 2019) [ISBN: 1138504785]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources